Kreatywni online

04 | AUDIENCE AND CLIENT NEEDS

Understand one audience and the need behind a request



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AUDIENCE AND CLIENT NEEDS



Suggested time: 50—60 minutes

Purpose
To move from a broad target group to a useful picture of one audience and its needs.

Learning outcome
The participant creates a client profile and identifies the main problem their work can address.

Learning content
“Everyone” is not a usable audience. Communication becomes clearer when a creator understands a specific person, organisation or decision maker. Demographics provide context, but needs, motivations, constraints and purchasing behaviour explain why someone may choose a product or service.

A client rarely buys only an object or working hours. They may seek confidence, convenience, beauty, belonging, status, clarity or reduced risk. Distinguish the stated request from the deeper need behind it.

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TOOL 7
PROBLEM AND NEED STATEMENT

My chosen audience is...
They are trying to...

_____

_____

_____

The main obstacle is...

_____

What they need most is...

_____

They might choose my work because...

_____

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TOOL 6
AUDIENCE PROFILE

Area	Prompts	Notes
Context Goals	Age/stage, location, situation What do they want to achieve?	_____ _____
Frustrations Preferences	What feels difficult or risky? Quality, price, style or service?	_____ _____
Decision process Communication	Who decides, when and how? Where do they search or compare?	_____ _____

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PRACTICE SCENARIO

Choose one real or hypothetical creative product. Describe one specific customer and list three needs.

Three needs
1. _____
2. _____
3. _____

MAIN PROBLEM AND CHOICE

The main problem is...
_____

“I choose this work because...”
_____

Compare this with how you currently describe your offer.

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